

Abstract

This Diploma Thesis “Marketing Communication of the National Museum in Prague in the Year 2010” deals with communication activities of the National Museum in Prague during the whole year 2010. It focuses on a wide range of communication channels and means typical for marketing communication by which the museum presents itself to the wide public. The thesis is based on the premise that this cultural institution of international importance applies art marketing methods not only to increase the awareness of its existence but also maintain its goodwill, gain new customers and popularize the sphere of cultural heritage of the Czech Republic. Attention is paid to the impact of the Museum’s communication to its image in the media, current positioning and its influence on communication strategy. The description of communication strategy results from current communication mix consisting of advertising, direct marketing, promotion and public relations activities. Significant attention is devoted to one of the main activities of the Museum – exhibitional activity. On the example of the successful exhibition – “Story of the Planet Earth” there is researched the communication related to the exhibition including all accompanying programs and materials. In relation with the creation of added value – this institution’s functions of lecturing, studying and concerting are also not forgotten. The selected chapters of the thesis can be regarded as evaluating, because they evaluate current art marketing activities of the National Museum and ponder about their further development and potential opportunities.